

19 December 2017

YouGov plc
("YouGov" or "the Group")

Share Awards

YouGov, the international market research and data analytics group, announces that the Board's Remuneration Committee has approved the conditional grant of options under the Company's two share incentive plans which were established during the financial year ended 31 July 2014.

Long Term Incentive Plan 2014 ("LTIP")

As announced on 13 October 2014, the YouGov LTIP is designed to reward the Company's senior management for the achievement of financial and share price performance targets over the five-year period ending 31 July 2019. The vesting of awards will be dependent on the Company achieving demanding earnings per share growth (of at least 25% for the awards to vest in full) and also on improvement in operating margins over the five year plan period.

Under the rules of this plan, participants are to be conditionally awarded nil cost options to acquire shares in three equal annual tranches in 2015, 2016 and 2017, based on their performance against demanding personal targets for the previous financial year. The total number of shares expected to be awarded conditionally in this financial year (the final of the three annual tranches) will be approximately 2 million shares including conditional awards to individuals holding Executive Directorships during the year as shown in the below table:

Name	Number of Ordinary Shares subject to the LTIP Award
Stephan Shakespeare	605,530
Alan Newman	295,663
Doug Rivers	332,492
Alex McIntosh	86,487
Sundip Chahal	120,411

Deferred Share Bonus Plan 2014 ("DSBP")

This YouGov DSBP is designed to encourage employee retention and share ownership and the participants are key managers across the Group's global units who do not participate in the LTIP. The total number of shares expected to be awarded conditionally this financial year will be approximately 150,000 shares.

Enquiries:

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